

# Quote

the weekly digest

Volume 39, Number 16

Week of April 17, 1960



20th year of publication

## QUESTING WITH

# Quote

Among signs of spring is the annual awarding of a liar's championship by the Burlington Liars' Club. The club was founded in 1929 in Burlington, Wisconsin—Paul Bunyan's territory. This year's prize went to a Texan who sadly described his troubles of last summer. He had so little wind on his ranch that he had to take down two of his windmills in order to leave enough breeze to operate the third.

The man who supervises the choice of the year's worst whopper is O C Hulett, president of the BLC. He was asked to choose his own favorites of the past decade. We don't have room to print all of them, but here is one:

Back in the old homesteading days in South Dakota, for year after year they had just a smidgin of rain. Crops failed and people moved out right and left, but this one old granger was as stubborn as a mule; he came of pioneer stock and no doggone country was going to lick him.

"And we made it," he said, "but it got so consarned dry that when one of the kids wanted a drink I had to pull up the well and run it thru the wringer."

"

There's an impression in this country that the London *Times* is something of a stuffed shirt. Actually, it's not at all; but it is, in general, a sober, solid newspaper.

But once in a while a playful note will creep in, as witness this one from the March 15 "In Memoriam" column:

"Caesar—in respectful memory of Gaius Julius Caesar, foully murdered in the Senate House, Rome, on the Ides of March, 44 B C."

"

Through the crack in the Iron Curtain comes this story which is currently circulating among the poorly dressed but clothes-conscious women of Communist Hungary: Three cadavers rise from their churchyard burial plots to get some fresh air. The first wears a satin sheath with velvet trim; the second swirls past in a gown made from window drapes and the remnants of a Nazi flag; the third wears gray slacks and a torn but tight-fitting sweater. "When did you die?" the first corpse is asked. "In the good old days of 1935."

"And you?" "I died in the last days of World War II," says the second. "I died during the revolt in 1956," explains the third.

Just then a fourth figure, clothed in rags and tatters, looms up before them. "When did you die, dear?" the three ghosts ask.

"Die!" exclaims the fourth figure. "What do you mean—die? I'm just on my way home from a worker's meeting at the state salami factory!"

# may we QUOTE you on that?



[1] Sen LYNDON B JOHNSON (D-Tex), *predicting passage of the Civil Rights Bill*: "I do not think any thinking person suffers from the illusion that this bill will solve all of our problems. (However) I believe that most Americans will regard this as a step forward. It is a step which . . . we can greet proudly as evidence that America is moving toward the time when all men, regardless of their race, creed or color, will be treated equally by the laws." . . . [2] Sen RICHARD RUSSELL (D-Ga), *saying the civil rights issue is losing its political allure*: "The American people are now aware that the issue is mostly fictitious. It's not really a civil rights issue but a political fight." . . . [3] Vice-Pres RICHARD NIXON, *at dinner given by boosters of the San Francisco Giants*: "The Washington Senators have about as much chance to win the American league pennant this yr as I have to win the Democratic nomination." . . . [4] Sen HUBERT HUMPHREY (D-Minn), *in campaign speech in the cafeteria of a brassiere factory at Princeton, W Va*: "I never thought I would be speaking in a brassiere factory, but I'm for anything that will uplift our economy." . . . [5] Rep PAGE BELCHER (R-Okla), *at a White House breakfast for 22 GOP comm mbrs, explaining about the Democrats*: "If you'll take off their feathers, you'll find just a bunch of sophomores trying to work their way thru the electoral college." . . . [6] HENDRIK F VERWOERD, S African

Prime Minister, *speaking about the current racial crisis in S Africa, just before he was shot by a white man*: "We shall not be killed. We shall fight for our existence. We shall survive." . . . [7] GEORGES BIDAULT, former French For'gn Minister, *telling why he thinks Pres De Gaulle was wrong in offering self-determination to Algeria*: "Some things are impossible by their very nature, like 2 and 2 making 5, or like France abandoning Algeria." . . . [8] Gen LEIGHTON DAVIS, comdr at Cape Canaveral Missile Base, *referring to a prediction that the U S will better Russia in space exploits*: "There are a lot of unknowns in space so we have to proceed with caution." . . . [9] Rep AUGUST E JOHANSEN (R-Mich), *fighting to require the State Dep't to make a mandatory display of the Stars and Stripes abroad*: ". . . The State Dep't wants to retain authority to practice appeasement by curtailing and restricting display of our flag whenever it sees fit. . . It is just possible that an informed and aroused public sentiment could bring changes in policy and personnel even in so sacrosanct an agency as the State Dep't."

*Quote*

# Quote the weekly digest

"He who never quotes, is never quoted."

Charles Haddon Spurgeon



## ADVERTISING—1

Whether one realizes it or not, advertising is perhaps the most wonderful development of the modern commercial age. It is the maker or breaker of business, big or little. It is the one factor of successful sales that is most apt to be overlooked by the merchants and businessmen of small towns and cities. Advertising is . . . the power that will make little concerns grow into larger success. It is a science that requires study and be it said, character. It cannot succeed if it is based upon untruth; it must build upon faith and integrity. — *Richland (La) Beacon-News*.

## AMERICA—2

In America, prestige is identified with mass production. The most, rather than the best, is the crite-

rion.—*Jos S ROUCEK, "Natural Endowments, Merit and Achievement and Education as Prestige Factors," Social Studies, 3-'60.*

" "

Among the most crucial decisions of this century to be made by a Pres during the next four yrs is how to rebuild the stature of American science and education.—*JOHN F KENNEDY, Phi Delta Kappan.*

## BOOKS—Reading—3

The habit of buying and reading books is the clearest indication of an educated person. — *MARK VAN DOREN, Overview.*

## BROTHERHOOD—4

We talk about building bridges of brotherhood around the world in answer to the Communist pretensions, and that's a splendid vi-



MAXWELL DROKE, *Founder*  
PENNY DROKE, *Editor and Publisher*

ALICE JACOBS, *Associate Editor*

MARY E. GEHRICH, *Business Manager*

DEPARTMENT EDITORS: Richard Armour, R. L. Gaynor. WASHINGTON: Leslie & Elizabeth Carpenter. FOREIGN: Alvina Brower. CONTRIBUTING EDITORS: Ethel Cleland, Elsie Gollagher, Lucy Hittle Jackson, Emily Lotney.

QUOTE is issued weekly by Droke House, Indianapolis 6, Indiana. Subscription: \$7.50 per year in advance, in U.S. and Possessions. Two years \$12.50. Your own and a gift subscription, \$12.50. Canadian, \$8.00; two years, \$13.50. Other Foreign, \$9 per year. Second-class postage paid at Indianapolis, Indiana. Persons making use of material from QUOTE should give credit to the original sources as they appear. All unidentified items may be credited to QUOTE.

Original cover illustrations may be reproduced if credit is given QUOTE. Check with us before reproducing illustrations from foreign sources; some require reproduction fees.

# Quote

sion. But brotherhood begins on a man-to-man basis at home and not on a mass-to-mass basis across the oceans. Without that footing, it is idle talk and an empty vision.—ERIC JOHNSON, *Christian Observer*.

#### **BUSINESS—Businessmen—5**

The man who does not give to business what honest business deserves—his best—is failing in his duty. He may succeed in a measure; but his success is always less than it might have been and is of a kind that will soon disappear under pressure.—J C PENNEY, *Personnel Jnl.*

#### **CHARACTER—6**

Occasionally a strange sight is seen at sea. The wind, the tide, the surface ice will all be going in one direction. But moving majestically against these forces will be an iceberg. The reason is not hard to find. We see only a small part of the iceberg. Deep down in the water is the base of the iceberg where it is controlled by more powerful currents. Strength of character is the powerful current that keeps us going in the right direction.—ARNOLD M LEWIS, *Gripe!* (Forward Movement Publications, Cincinnati).

#### **CIVILIZATION—7**

Civilization is a state of society in which a person who is ninety has some hope of missing the next yr.—*York Trade Compositor*, hm, York Composition Co.

#### **COMMUNISM—8**

Communism thrives on hunger, want and misery. Destitute peoples become ready prey for the totalitarian gangsters, whose primary aim has always been to conquer the world in the name of Communism.

Where people enjoy a satisfactory standard of living, they are not so easily victimized by communistic propaganda and methods. Our accelerated automation, plus its spread to other countries, can very well become the most effective weapon with which to stop the spread of communism. — THOS A HIRPAKA, "Our Automated Industrial Revolution," *Industrial Arts and Vocational Education*, 4-60.

#### **CONSCIENCE—9**

A conscience is that impediment which so often rudely interrupts while money is talking.—*Cincinnati Enquirer*.

#### **CREDIT—10**

*Sign of the Times.* Note on nation's expanding credit: A Hollywood toupee maker is adv'g that he honors credit cards.—*Scripps-Howard Newspapers*.

#### **CULTURE—11**

There are other forms of culture beside physical science; and I should be profoundly sorry to see the fact forgotten, or even to observe a tendency to starve, or cripple, literary or aesthetic culture for the sake of science.—THOS H HUXLEY, quoted in *Science Digest*.

#### **CUSTOM—12**

Custom without reason is but an ancient error.—*Megiddo Message*.

#### **DEBT—13**

Personal debt on such things as home mortgages, autos and appliances has increased 160% since '50.—MAE WALKER, *Jnl of Business Education*.

*Quote*

# washington

By Les & Liz  
Carpenter



The mice menace is worse than ever this yr in the 2 Capitol Hill House Office Bldgs. Traps were issued to each Congressional office, but numerous stenographers refused either to set them or to empty them when they caught rodents. Men were hired to do both, visiting each office twice daily. To help the job, a cat was brought in. But she had been prowling the corridors only a few days when she gave birth to a half dozen kittens. As a last resort, professional exterminators are now being brought in.

" "

*To a school girl back home who had written him asking a definition of familiar political terms, a Michigan Republican Congressman dictated this letter: "Dear Susan, I feel it is a matter of degree. A liberal gives peoples' money away; a radical throws it away!"*

" "

Rep Randall S Harmon (D-Ind) rec'd nat'l attention last yr with news that the U S gov't was paying rent on the front porch of his home in Indiana. He claimed it as his "office." Often unpredictable, Harmon is now being boosted for the Democratic Presidential nomination by some friends in Mt Vernon, Ind. Mbrship cards in the Harmon-for-Pres club are in circulation at the Capitol.

*Quote*

## DEBT—14

"Running into debt isn't such a bad thing," states a moneylender. It's running into your creditors that's so embarrassing.—PUCK, *Tit-Bits*, London.

## EDUCATION—15

What Alfred North Whitehead referred to as "the fatal disconnection of subjects which kills the vitality of the modern curriculum," is a major educational scandal that has debilitating results, both for the teacher and for the taught. As someone has suggested facetiously—but all too truly—at the average university today, students talk to one another about athletics and to the faculty about the weather! . . . We must refuse to allow our students to pass thru the halls of learning as thru a cafeteria line, picking up isolated tidbits of knowledge with no recognizable relationship between them.—ALVIN C PORTEOUS, "The Anatomy of the Christian College," *Missions*, 4-'60.

" "

Experience has fully demonstrated that the nat'l income and the standard of living have a direct relation to educational standards. More money spent for education means higher income for all the people and a higher standard of living. High educational standards provide a better guarantee of higher nat'l income and higher standards of living than do the superior natural resources of a country.—JAS L DONNELLY, *Hoard's Dairyman*.

" "

One out of every 4 persons in the U S is now attending school.—*Mechanix Illustrated*.



## mining the magazines

Television, as you're doubtless aware, has come under a good deal of fire this past season. But it's an ill wind that blows nobody good, or as a Latin writer said some 2,000 yrs ago, events of great moment often hang on trifling things. The television industry is now undergoing something of a self-imposed purification rite. Congressional probes, attacks from the press and from the nation's pulpits have resulted in a series of reforms which, taken piecemeal, don't seem to amount to much. But, points out *Television Age*, 3-7-'60, "Trifling as they seem, they are meant to foreshadow, and to eliminate the need for, sweeping and unreasonable Fed'l legislation." In an article called "Truth, Taste and Trivia," these reforms are specifically outlined and discussed.

American exec's, besieged with backlogs of "must" reading, are prone to wonder what their counterparts in other lands stuff into their briefcases, says *Horizons*. Then follows the report that *Nation's Business* asked the Russian embassy what Red exec's read, and was informed there were virtually no jnls in Russia dealing with problems of mgt from the "human relations" standpoint which predominates U S managerial thinking. Ivan is more concerned with technical than human problems—and along with the techniques he reads theory—rather than the "how to" articles which seek to instruct

the U S exec.

Travelers will be happy to learn that the Bureau of Customs is experimenting with prepayment of duty for ship travelers arriving in the U S. *Travel* reports that passengers whose declarations showed they would have duty to pay were inspected aboard the *Constitution* by Customs officials who boarded the ship at Quarantine. Rapid pier-head Customs check line will be tried next for passengers who have no more than 3 pieces of hand baggage.

We've been having words with Cuba, but you'd never guess it by reading the ads in the slick mags. The Cuban tourist bureau apparently has no qualms about placing glossy and glamorous ads in the hope of luring tourists to a Cuba that can scarcely qualify as a care-free vacation land just now. Incidentally, Cuban officials *not* connected with the tourist bureau keep arresting Americans caught in the act of taking pictures. It all seems a bit confusing.

Pres Eisenhower's understandable desire to avoid a postal deficit, comments *Advertising Age*, is hampered somewhat by the fact that Post Office wage hikes keep rising just a little faster than postal rates.

*Quote*

#### FACT—16

Facts apart from their relationships are like labels on empty bottles.—SVEN HALLA, quoted in *Partners*.

#### FAITH—17

Wm James once said that that which produces an effect within another reality must be a reality in itself. The very possession of faith, and its resulting "works", is the best and final proof of its reality.—DR SAM'L SHOEMAKER, "Faith Grows Stronger With Use," *Woman's Day*, 4-'60.

#### FRANCHISE—18

We all despair of the power of 1 person or his single vote . . . (but) the man with faith and fortitude and a good sense of outrage can still do wonders. Everything of consequence in this world started in the brain of 1 person. Sam Adams determinedly drove this colony into rebellion against the British; Tom Paine's impassioned creeds licked our 5th-col tories and held an army together for Washington; Lincoln's grim grit and gumption glued our Union and so on and so on. Even, in the beginning, Christianity had only 1 mbr—a man called Jesus. Your vote and your participation actively in matters of gov't is of paramount importance—and power. — BERT MASTERSOON, Editor, *Elmsford (N Y) Eagle-Herald*.

#### GOD—and Man—19

J B Priestly traveled with several others thru England to investigate the damage caused by World War II. Finally they came to Coventry with its bombed-out cathedral.

They stepped into the ruins. The walls still stood, but the roof was gone. Furniture and floor were blasted almost beyond description. As they moved toward the chancel, they were arrested by a strange sight. Against the East wall there hung the blackened remains of a scarred crucifix. Beneath it, carved in stone, were two words: "Father forgive." — GEO C BONNELL, "We Preach Christ Crucified," *Pulpit Digest*, 4-'60.

### *Quote* scrap book

Sir JAS M BARRIE (b May 9, 1860) is best remembered, these days, as the creator of Peter Pan. But his other plays and novels, unfashionable now, still have a good deal to say in a quiet and charming manner. We like this from The Little Minister:

The life of every man is a diary in which he means to write one story, and writes another; and his humblest hr is when he compares the volume as it is with what he vowed to make it.

—

#### GOD—and Man—20

The finest fruit of serious learning should be the ability to speak the word God without reserve or embarrassment. . . And it should be spoken without adolescent resentment, rather with some sense of communion, with reverence and with joy.—NATHAN M PUSEY, pres, Harvard Univ, in baccalaureate address to senior class last June.

*Quote*

#### GOOD TASTE—21

Good taste is the modesty of the mind; that is why it cannot be either imitated or acquired.—**EMILE DE GIRARDIN, *Forbes*.**

#### GREED—22

A student of nature, Edwin Way Teale, has described some birds in a very interesting way. He says, "Some small species of singing birds have eyes that outweigh their brains." The brains must be rather small! In figurative language, that description fits many people, unfortunately. They look about and see so many things they want and they do not have brains big enough to see that the things are terribly harmful. That is what happens to a drunkard, to a gambler, to a thief. Big eyes, small brains.—**HALFORD E LUCCOCK, *Christian Herald*.**

#### HAPPINESS—23

A witty French bishop was once asked why he kept up a country home which he seldom visited. "Do you not know," he repl'd, "that I must have some place where, tho I never go to it, I can always imagine that I might be happier than where I am?" — *Friendly Chat*, Garrard Press.

#### HEALTH—24

A bulging brief case taken home too often is one of the four leading symptoms of an exec's impending crack-up, according to Dr R F Guymer, British industrial health expert. Other danger signs are: irritability; indecision; and inability to delegate responsibility. As Dr Guymer sees it, the tempo of the modern exec's job has been greatly stepped up by increased speed of communication and travel, which requires him to make rapid deci-

sions. This, plus uncomfortable traveling, with irregular hrs and eating habits, and the special drains on those who must commute to and from work, helps to take a heavy toll in physical and mental fitness. — **AMRAM SCHEINFELD, *Cosmopolitan*.**

#### HUMAN NATURE—25

Some people are all right if you know how to take them. But who cares for people who have to be studied like the label on a bottle of medicine?—*Tit-Bits*, London.

#### HUMOR—26

How many times in daily business life there comes a tense moment when tempers are running high and irreparable damage can be done by an angry outburst that a wise man with ready wit can save the situation by a spontaneous flash of humor! Most effective of all is the man who dares to laugh at himself, for no one can fight when that is his posture.—**CLARENCE B RANDALL, "The Myth of the Wicked Politician," *Dun's Review*, 3-'60.**

#### INDUSTRY—27

Average capital invested per production worker in U S manufacturing industries was \$17,800 during the 1st half of '59, announced the Nat'l Industrial Conf Bd. This represents a \$100 decline from '58 average of \$17,900. Decrease was due to a 5% rise in the number of production workers, which more than offset an estimated 4% rise in total capital investment.—*Factory*.

*Quote*

# gem box

## The Lady With The Lamp

Of the Crimean War, most people know only 2 things—one, that monumental piece of stupidity, the Charge of the Light Brigade. More important is that FLORENCE NIGHTINGALE (b May 12, 1820) emerged from that war as the founder of modern nursing. Conditions in military hospitals of that day were unspeakable. Miss Nightingale, almost singlehandedly, raised the concept of nursing from the realm of nightmare. She was opposed by some authorities, but to the men she nursed, and to the rest of the world, she was a heroine. She became known as "The lady with the lamp" from LONGFELLOW's poem:

... The wounded from the battle-plain,  
In dreary hospitals of pain,  
The cheerless corridors,  
The cold and stony floors.

Lo! in that house of misery  
A Lady with a Lamp I see  
Pass thru the glimmering gloom,  
And flit from room to room.

And slow, as in a dream of bliss,  
The speechless sufferer turns to  
kiss  
Her shadow, as it falls  
Upon the darkening walls. . .

*Quote*

## INFLATION—28

Inflation is the only thing people are down on that's on the up and up. — *American Eagle*, American Forest Products Corp'n.

## YUENILE DELINQUENCY—29

In the rush of living let us take time to understand that boy or girl who eats breakfast with us. Remember, the word delinquency means "neglect of duty." Our youth may be catching it from us.—RALPH W SOCKMAN, "Are We Normal?" *Arkansas Methodist*, 3-10-'60.

## LANGUAGE—30

Our language is *out of gear*. The more we speak the less we understand one another. — DENIS DE ROUGEMENT, *The Devil's Share* (Pantheon).

## LIFE—Living—31

An engineer said to me one day, "I think I have a sermon idea for you. When we build a bridge, we figure on 3 loads the bridge must bear: The dead load, the live load, and the wind load. The dead load is the weight of the bridge, the live load is the weight of the traffic on the bridge, and the wind load" is the pressure of the wind on its superstructure." This is a parable of life, for life can be defined in terms of successfully meeting these 3 pressures which bear upon every life. Life's "dead load" is concerned with managing one's self. Its "live load" is the pressure of daily wear and tear. And its "wind load" is adversity and unalterable circumstances.—CARL F LUEG, quoted in *New Christian Advocate*.

" "

Life needs to be met, not as a series of disappointments and frustrations but as a *challenge*.—EDW A JENNER, "Concentrate," *This Day*, 4-'60.

## ....pathways to the past.....



### Nat'l Girls Club Wk Nat'l Hospital Wk

**May 8—Mother's Day.** . . . This was V-E (Victory in Europe) Day. 15 yrs ago (1945) Pres Truman addressed the nat'n in a radio broadcast, announcing the end of the war in Europe.

**May 9—160th anniv (1800) b of John Brown, radical advocate of the abolition of Negro slavery. . . 100th anniv (1860) b of Sir Jas M Barrie, Scottish novelist and dramatist.**

**May 10—185 yrs ago (1775) Ethan Allen and his Green Mountain Boys stormed (and captured) the British-held fortress of Ft Ticonderoga, N. Y. . . 115th anniv (1845) b of Benito Perez Galdos, Spanish novelist. . . 110th anniv (1850) b of Sir Thos Lipton, British tea merchant, philanthropist. . . 45 yrs ago (1915) people were clamoring for a declaration of war against Germany, following the sinking of the *Lusitania*. Pres Woodrow Wilson ans'red them by saying: "There is such a thing as a man being too proud to fight. There is such a thing as a nat'n being so right that it does not need to convince others by force that it is right." . . . 20 yrs ago (1940) the German Army invaded Belgium, Luxembourg, and the Netherlands. . . 20 yrs ago (1940) Britain's Prime Minister Neville Chamberlain resigned, to be succeeded by Winston Churchill.**

**May 11—135 yrs ago (1825) the American Tract Society was founded in N Y C. . . 60 yrs ago (1900) Gentleman Jim Corbett, former boxing heavyweight champion of the world, was defeated in his attempt to regain the title. Boilermaker Jim Jeffries knocked him out in the 23rd round. . . 50 yrs ago (1910) Glacier Nat'l Park in Montana was created by an act of Congress.**

**May 12—140th anniv (1820) b of Florence Nightingale, English nurse, hospital reformer and administrator; founder of modern nursing as a result of her work during the Crimean War (see CEM BOX).**

**May 13—120th anniv (1840) b of Alphonse Daudet, French novelist and story writer.**

**May 14—25 yrs ago (1935) the Constitution of the Philippine Islands was ratified by the citizens of that Commonwealth. . . 20 yrs ago (1940) British authorities estab'ld the Local Defense Volunteers, later known as the Home Guard. Of their valor, Winston Churchill said: "In that terrible summer of 1940. . . Shotguns, sporting rifles and staves were all they could find for weapons."**

*Quote*

#### MARRIAGE—32

"More girls marry at 18 than any other age." Well, that's about the yr they get out of high school, and with colleges getting harder to get into, there isn't much else to do.—  
BILL VAUGHAN, *Minneapolis Star*.

#### MEMORY—33

Man's memory is like a bank. The capital of the deposited is not only safe, but bears interest and produces dividends. — J R HILL, "The Riches of Memory," *American Mercury*, 3-'60.

#### MONEY—34

An American firm has built a plane capable of flying 2,000 mi's an hr. This is the emblem that should be put on the dollar. The eagle is too slow to convey an idea of how fast a dollar goes these days.—*Jnl-Democrat*, De Pere, Wis.

#### PEACE—35

How pathetic to behold a nation spending \$46 billions annually for what it calls defense but does not defend. Peace cannot be purchased or forced. It depends on factors that are not measured in dollars. —TOM TAVIT, *Ram's Horn*, 1st Unitarian Society, Salt Lake City.

#### POETRY—36

Poetry is a sort of truancy, a dream within the dream of life, a wild flower planted among our wheat. — MICHAEL OAKESHOTT, *The Voice of Poetry in the Conversation of Mankind* (Bowes & Bowes, England).

*Quote*

#### POLITICS—37

What are the necessary qualifications of the next Pres? Which American mentioned so far has them? What will he do? He must have the love of Christ, the patience of Buddha, the courage of Mohammed, the gentleness of Ghandi, the war heart of Wellington, the penetration of Einstein, the prophecy of Nostradamus, the insight of Shakespeare, the majesty of Moses, the humility of St Francis, the daring of Peary, and, of course, a proper respect for the opinion of the press. I am unable, as yet, to discern all these attributes in any single candidate, tho I am sure the nominating speeches of all will make these enumerated qualities seem modest, indeed.—  
WALTER WINCHELL, *syndicated col.*

#### PROBLEMS—38

Civilization is thousands of yrs old, but man has three problems still unsolved—Blondes, brunettes and redheads.—*Indiana Bell News*, hm, Indiana Bell Telephone Co.

#### PROGRESS—39

We've made great progress in the last 25 yrs but all I can notice we're doing better is eating.—THE COUNTRY PARSON, *Register-Tribune Syndicate*.

#### RECIPROCITY—40

Tsekung asked, "Is there one single word that can serve as a principle of conduct for life?"

Confucius repl'd: "Perhaps the word 'Reciprocity' will do. Do not unto others what you would not want others to do unto you."—LIN YUTANG, quoted in *Megiddo Message*.



## Tempo of the Times

Great changes are occurring in the pattern of business. This means that is also true in the mode of living, for business follows the demands of people, and their purchasing power. People are using more "services", hotels, restaurants, amusements, and repairs of all kinds. They are spending more per capita for food, and for higher priced food.

Yet restaurants are showing great growth. More people are dining out. However, public drinking has receded. Bars are not doing so well. Liquor stores show an increase in profit, indicating that there are more cocktail parties and private drinking in the homes.

The movies are hurting, because of TV, which again shows more home entertainment. That helps TV repair service, which is flourishing.

An interesting point is that one service, car parking, is not increasing as much as other service lines. Mainly, because of lack of downtown or street parking space.

The laundry and dry cleaning business is doing well, but not rising, because of the new developments in soil-resistant and drip dry clothing.

Dry goods stores, the 5 & 10's, and the dep't stores are doing well, above the average. However people are spending more in the suburbs. The huge new shopping centers are hurting the downtown stores badly. They are fighting back, building shopping malls, offering all kinds of special days, and amuse-

ments for children. It is mostly a holding action, for the explosive growth is in the suburbs.

Jewelry stores are being squeezed. Drug stores, chain grocery stores, which are now really general stores as in the old days, are carrying so many articles which formerly were sold only in specialty stores. This affects jewelers in the costume jewelry line which is a big business.

Hotels are hustling to get back the customers the motels have taken from them. More leisure time, more family travel, and longer vacations increase sports business, and also auto repairs.

People are now buying compact cars rather than the cheaper fin-drapped bigger cars. Luxury cars, Cadillacs, Lincolns and Imperials are holding their own, but this rush to compacts by the majority of people is a trend, not a temporary fad. The auto mfrs are tooling up to meet this demand, and to compete against the foreign imports.

The standard of living is steadily rising. People dictate the economy and business follows along. There was a sharp rise in the first of the year, and it is still rising, but more slowly. *It is a good business yr.*

*Quote*



Only one more copy of Quore, if you are an April expiree. If you have not renewed, *Hurry!* Keep your yearly file complete.

—

#### RELIGION—41

Any religion that professes to be concerned with the souls of men and is not concerned with the slums that damn them, the economic conditions that strangle them, and the social conditions that cripple them, is a dry-as-dust religion. — *MARTIN LUTHER KING, Universalist Leader.*

#### ROADS—42

Ancient Rome discovered that good rds were the foundation of world power. It might be the discovery of our age that good rds are the foundation of world welfare.—*PAUL IGNOTUS, Twentieth Century, London.*

#### RUSSIA—43

Moscow radio announces that a new kind of "Sunday School" is appearing in various parts of the USSR. It is described as a "Sunday School of atheistic knowledge" featuring courses by leading scientists.—*Alliance Witness.*

*Quote*

#### SAFETY—Safe Driving—44

Turkey has devised an effective system for dealing with drinking drivers, reports the Automobile Legal Ass'n. When Turkish traffic officers stop a motorist who has been tippling, they take him for a little ride. When about 15 miles from his car, they tell him to get out and walk back. To keep him honest, the officers ride slowly along behind him all the way back. —*UPI.*

#### SALESMANSHIP—45

A firm of advertising specialists recently suggested to its clients that if a merchant wants people to look into his windows, he should contrive to have a large mirror, or better still, panels of mirrors, which will enable passersby to see themselves. The urge to look at one's self appears to be irresistible with most of us; and the chances are that merchandise displayed in the windows will receive at least a secondary glance. — *Highways of Happiness.*

#### SERVICE—46

There is one wish ruling over all mankind, and it is a wish which is never in any single instance granted—each man wishes to be his own master. It is a boy's beatific vision, and it remains the grown-up man's ruling passion to the last. But the fact is, life is a service; the only question is, whom will we serve?—*F W FABER, Indiana Freemason.*

#### SPEECH—Slang—47

Slang, which used to be the toy or the tool of the immature and the less educated, now salts—and sometimes sours—the speech of the better educated as well.—*THEO M BERNSTEIN, N Y Times Mag.*

#### TAXES—48

It all started back before World War I when some scientists with the Dep't of Agriculture were experimenting with the cross-breding of various shrubs and plants. One day they crossed a hyacinth with spreading taxus, and they got a creeping, virulent, evil growth that now infests the whole govt—hyataxus.—*Industrial Press Service*.

#### TEACHERS—College—49

The image of the college teacher has become youthful. No longer viewed as a crochety ancient with a bizarre passion for Middle High German phonology or pre-Columbian art, he has probably shed twenty yrs in the last few decades. He is now business-like, brisk, and crew-cut—a cocktail party ornament. — DAVID BOROFF, "American Colleges," *Harper's Mag*, 4-'60.

#### UNDERSTANDING—50

It is necessary to comprehend the *what*; it is essential to learn the *how*; it is of utmost importance to understand the *why*.—WM A WARD, *Houston Times*.

#### VALUES—51

Rejecting things because they are old-fashioned would rule out the sun and the moon.—*Friendly Chat*.

#### VIEWPOINT—52

Looking thru the wrong end of a telescope is an injustice to the astronomer, to the telescope and to the stars; just so, looking at our neighbor's faults instead of his attributes gives us an incorrect concept of ourselves, our neighbor and our God.—*Tulsa Herald*.

#### WORK—53

There is no work that is high and none low. There is no kind of

work that can degrade us. It is our false conception of it that is degrading. If a work is essential to the welfare of any mbrs of the race, it is ennobling to perform it.—RICHARD LYNCH, quoted in *Good Business*.

66

One thing I've learned in growing old,  
No doubt you've noticed too:  
The kids to whom you gave advice  
Now give advice to you.  
—F G KERNAN.

54

55

#### WORLD AFFAIRS—55

World news continues in its yr-after-yr depressing state of affairs. When I heard a recording recently of wild natives in some jungle region afar off singing so happily, I wondered if they were not truly better off in mind than we people who are so-called educated.—ALBERT W SMALE, Barnstaple, N Devon, England, quoted in *Highways of Happiness*.

#### WORRY—56

Worry pulls tomorrow's cloud over today's bright sunshine.—*Sunshine Mag*.

#### WRITERS—Writing—57

Business exec's are topping authors in the output of words these days, according to a recent survey by a dictating machine mfr. The average exec writes about 300,000 words a yr compared to the 150,000 usually turned out by a professional writer. — MAE WALKER, *Jnl of Business Education*.

*Quote*

# GOOD STORIES you can use...



Gordon Scott, the tall and husky movie actor, arrived in Kenya to play the title role in the jungle picture, *Tarzan the Magnificent*. A group of small native boys gathered around him, asking to carry his luggage. He picked one skinny little fellow who stared up at him in awe.

"You big!" the boy said.

Scott nodded.

"You big like a tree," the boy said. "You got arms like tree trunks."

Scott smiled modestly.

"You must be strong as lion," the boy said. Scott beamed proudly and admitted that he was quite strong. The boy turned and walked away. Said he, "You carry your own luggage." — JOE McCARTHY, *American Wkly.*

" "

The best known of the dandies, namely Beau Brummell, was also the most insufferable, tho many of the stories about him are amusing enough — in retrospect. He once complained of a cold caught in a country inn because he had been put into a room "with a damp stranger." He protested that certain foods were too coarse for his palate: when asked if he never tasted vegetables, "Madam," he ans'd, "I once ate a pea." — Sir CHAS PETRIE, *Illustrated London News.* b

## I Laughed At This One

DAN BENNETT

It was the hard and fast rule of a small airline that each plane fly the company flag at take-offs and landings. This was the co-pilot's responsibility and any infraction of the rule meant a \$5 fine. One dark and stormy night a veteran pilot was flying with a young co-pilot on his 1st flight for the company. As the weather closed in and wings iced up, the co-pilot became visibly nervous. Suddenly an engine conked out — and the youngster looked fearfully at the altimeter.

"Yipes!" he cried. "Look how we're falling. We're practically on the ground."

"Well, don't just sit there," snapped the pilot. "Stick out that flag! Ya wanna get fined 5 bucks?"

66

There was a knock on the door. Mrs Miffin opened it.

"Are you the Widow Miffin?" a small boy asked.

"I'm Mrs Miffin," she repl'd, "but I'm not a widow."

"Oh, no?" repl'd the little boy. "Wait till you see what they're carrying upstairs." — *Night and Day in Indianapolis.* e

*Quote*

# The Old-Timer



An old timer is one who remembers when a do-it-yourself kit consisted of a pr of hands.

—FRANK J PEPE.

" "

An old timer is a man who can remember when children learned to count up from one to ten, not count down from ten to one.

—DAN REVELLO.

" "

An old timer is a fellow who can remember when a male quartet wasn't bound to consist of 4 middling baritones.

—*Cincinnati Enquirer*.

" "

An old timer can remember when a free plug was a potato for the spout of the kerosene can.

—DAVID O FLYNN.

" "

You're an old timer if you can remember when setting the world on fire was a figure of speech.

—FRANKLIN P JONES.

" "

An old timer is a man who can remember when it was easy to distinguish between a bathing beach and a nudist camp.

—AL SPONG.

" "

The old timer can recall when a wife would rather boil her husband's shirt than cook his goose.

—CY N PEACE.

An old timer is one who remembers when, if the doctor said, "You'll have to quit smoking," he was talking to a man.

—FRANCES RODMAN.

" "

An old timer is one who remembers when being shot from a cannon was considered fast transportation.

—JACK HERBERT.

" "

An old timer is a person who can remember when a job was the 1st thing you went steady with.

JOHN J PLOMP.

" "

Old timer—one who can remember when prosperous men were proud of their bay-windows.

—DAN KIDNEY,

*Scripps-Howard Newspapers.*

" "

An old timer is one who remembers when the word "fall-out" was only a barber's expression.

—MORRIS BENDER.

" "

An old timer is one who can remember when a woman looked the same after washing her face.

—RUSSELL NEWBOLD.

*Quote*

There's this rich Texan who wrote a check and the bank bounced!—MIKE CONNOLLY, Hollywood Reporter. d

## light armour

Richard Armour



### No Pep

Research indicates that many pulpwood trees, from which newsprint is made, have "tired sap."—News item.

A tree need only stand and grow,  
In weather brisk or muggish,  
And yet if sap is tired and slow  
Its growth is likely sluggish.

And now production's somewhat down;  
Tired sap, it seems, is chronic.  
The bark's a rather bilious brown  
And roots require a tonic.

And why is sap so indolent?  
Why are the leaves so lazy?  
Why is its energy all spent?  
We have a thought, though crazy:

Perhaps the tree has read the news—  
Of riots, crimes, and crashes,  
Of airplane-planted bombs (with fuse),  
Of buildings burned to ashes—

And knowing it is bound to be  
Ground into pulp when bigger  
And made a part of this, the tree  
Has lost, somehow, its vigor.

*Quote*

One of Paganini's favorite stunts was to play a whole piece on a single string of the violin, invariably arousing a frenzy of applause. The coachman who took him home after one of these exhibitions, charged him an exorbitant fare. "You are making so much money," he explained, "there is no reason why I should not ask higher pay for my services." "All right," repl'd Paganini, "I will pay your price but only on condition that you give me a ride in a carriage with a single wheel." — NICOLAS SLONIMSKY, e HiFi-Stereo.

" "

A man testifying in court told such evident untruths that the judge intervened. "See here," he admonished, "you must tell the truth in this courtroom. Do you know what will happen if you continue to lie like this?"

"I suppose I'll go to hell," repl'd the witness.

"Yes, of course," said the judge. "But what else will happen to you?"

The man thought a moment. "Isn't that enough?" — *Montreal Star*. f

" "

It was Saturday morning and while they were having breakfast, Mr Smith suddenly announced that he didn't have to go to the office that morning.

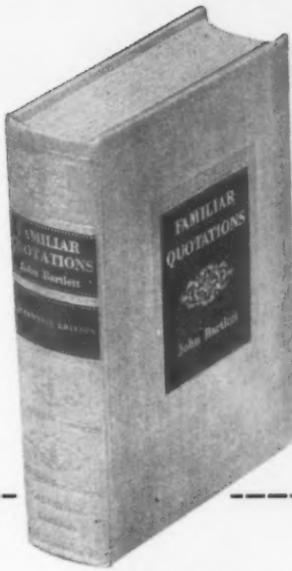
"Well, don't think," said his wife, "that you're going to run off to play golf today and leave me alone with all this work to do."

"Why golf is the furthest thing from my mind," repl'd the husband, gnawing at his breakfast, "and please pass me the putter." — *Wall St Jnl.* g

# New Centennial Edition of the Standard Quotation Book

For 100 years the collection of *Familiar Quotations* compiled by John Bartlett has been the accepted standard work. The Centennial Edition which we now offer is the 13th and most recent revision. No library large or small, with any pretensions of scholarship can be without a copy of "Bartlett's."

only \$10<sup>00</sup>



Save \$2.50 on  
De Luxe Edition

## *"The Great Classic of All Time"*

• The thoroughness of John Bartlett's original selections (and he himself made the first eight revisions) has been reflected in the painstaking efforts of succeeding authorities who have winnowed from past and present the most worthy and most enduring selections for preservation in this standard reference source. Bartlett's selections range from Homer, Plato and Socrates to Ernest Hemingway, John Mason Brown and Adlai Stevenson.

All quotations attributed to an individual are grouped together and the authors are presented in chronological

order, with, of course, an alphabetical index for ready reference. There is also a 500-page Subject Index, enabling you to locate a quotation even though you are not sure of the author.

In this 1648-page book are represented 2,312 authors whose words have changed the world. This superbly beautiful DeLuxe Centennial Edition is priced regularly at \$12.50. Now, for quick acceptance we offer, by special arrangement with the publisher, your copy at only \$10.00—a saving of \$2.50—and on easy monthly terms if you wish. Don't delay, Order right away!

**DROKE HOUSE, Dept. Q-20, Indianapolis 6, Indiana**

GEORGE DENIS, French comedian appearing in Chicago, *saying American men expect all French girls to look like Brigitte Bardot: "Well, we expected all American girls to look like Marilyn Monroe. This is what we hoped for. Alas."*

1-Q-t

" "

Former Pres HARRY S TRUMAN, on Vice-pres Nixon's prestige overseas: "If he's got any prestige abroad, the country's in a hell of a fix." 2-Q-t

183

CLASS MATTER

SECOND

Edited by Alice Jacobs

We're a little hesitant about mentioning this, since we're firmly opposed to smoking in bed. But if you just *will* risk making an ash of yourself, this gadget adds an element of safety to nocturnal smoking. It's a large ash-tray (6 in's x 5 in's by 3 in's) set in a sturdy styrene plastic night light. The tray can be removed for cleaning. Lamp comes in pink, green, golden wheat, with bulb included. \$3.75 from Williams Co, Box 336, Croton-on-Hudson, N.Y.

This should be useful to almost everyone. Two hard-to-find tools—

a tiny precision screw driver and a jeweler-size pliers—make it easy to fix eyeglass frames, clasps, clips on earrings, ~~other~~ jewelry. Tools are packed in a little plastic box. \$1 from Beatty, 28 Beatty Bldg, Culver City, Calif.

Sometimes ago, if we remember rightly, we reported that Wrigley Co was trying to make a chewing gum which wouldn't stick to dentures. They couldn't do it, so they have patented the next best thing: A denture to which chewing gum won't stick!

